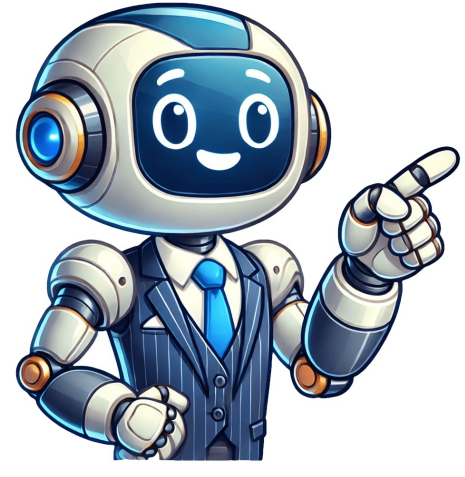


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## Pathos ad examples

Pathos Pathos is an argument that appeals to a reader's emotions. Many speech writers use pathos rather than facts or logic to appeal to the emotions of an audience. Pathos can also be found in the images associated with words. Many advertisements contain emotional appeals. Examples of Pathos: Advertisement about donating to a charity includes scenes of emaciated children and the words, "For just \$1.00 a day, you can feed a starving child." Politician is pictured holding a child, while a voice talks about his opponent's stance on abortion. Grocery store commercial shows a grandmother and granddaughter baking a cake together, just before the entire family arrives for Thanksgiving dinner.

Examples of Pathos in Literature and Speech: From Martin Luther King, Jr.'s I Have a Dream: I have a dream that one day, down in Alabama, with its vicious racists, with its governor having his lips dripping with the words of "interposition" and "nullification" -- one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers. From Maya Angelou's "Caged Bird": "The free bird thinks of another breeze and the trade winds soft through the sighing trees and the fat worms waiting on a dawn bright lawn and he names the sky his own But a caged bird stands on the grave of dreams his shadow shouts on a nightmare scream his wings are clipped and his feet are tied so he opens his throat to sing." Related Links: Examples Literary Terms Examples Pathos Examples Have you ever felt a twinge of emotion while watching an ad? That's the power of ads that use pathos. These advertisements tap into your feelings, creating a connection that goes beyond mere information. By appealing to your emotions, brands can influence your decisions and leave a lasting impression.Pathos plays a crucial role in advertising by tapping into viewers' emotions. Advertisements that leverage pathos often create compelling narratives that resonate deeply with audiences. Here are some examples of ads using emotional appeal:Nike's "Dream Crazy" Campaign: This ad features athletes overcoming adversity, emphasizing the power of determination. It connects emotionally by portraying real struggles and triumphs, inspiring viewers to chase their dreams.Dove's "Real Beauty" Campaign: Dove encourages body positivity through authentic images of women with diverse body types. By addressing self-esteem issues, this campaign fosters a sense of belonging and acceptance, appealing directly to the audience's values.Coca-Cola's "Share a Coke" Campaign: Coca-Cola personalizes its product by featuring common names on bottles, encouraging sharing moments with loved ones. This ad evokes feelings of happiness and nostalgia, making consumers feel more connected to the brand.PETA's Animal Rights Ads: PETA employs shocking imagery to raise awareness about animal cruelty. These ads evoke strong emotional reactions aimed at driving action towards animal rights and welfare.Always' "#LikeAGirl" Campaign: This advertisement challenges gender stereotypes by redefining what it means to do something "like a girl." It creates an emotional connection through empowerment and support for young girls facing societal pressures. Each example demonstrates how effective pathos can be in shaping consumer perceptions and influencing purchasing decisions while fostering an emotional bond between brands and their audience.Emotions play a crucial role in advertising. They connect consumers to brands on a deeper level, influencing choices and fostering loyalty.Advertisers often tap into specific emotions to resonate with their audience. Here are some common ones:Joy: Brands like Coca-Cola use happiness, showcasing joyful moments to create positive associations.Fear: Insurance companies often highlight potential risks to persuade consumers to protect themselves.Sadness: PETA's ads evoke sorrow over animal cruelty, pushing viewers toward action against it.Nostalgia: Many brands leverage nostalgia, reminding consumers of fond memories tied to their products.Each emotion effectively drives engagement and encourages consumer interaction.Emotional appeals can significantly shape how you respond to ads. When an ad elicits strong feelings, it increases the likelihood of sharing or discussing it. For instance:Brand Loyalty: Emotional connections foster long-term brand loyalty as you relate personally to the message.Purchase Intentions: Ads that evoke empathy lead you to feel compelled to support causes or products aligned with your values.Memory Retention: Emotionally charged ads tend to stick in your mind longer, affecting future purchasing decisions.Understanding these impacts helps marketers design campaigns that resonate deeply with audiences, driving both engagement and sales.Ads that effectively use pathos create strong emotional connections with viewers. Here are some notable examples showcasing how brands leverage emotions to influence consumer behavior:Many heartwarming commercials resonate deeply with audiences by evoking feelings of love, compassion, and nostalgia. For instance,Google's "Year in Search" campaign highlights emotional moments from the past year, stirring memories and reflections on shared experiences.Coca-Cola's "America the Beautiful" ad features diverse families singing the song in various languages, promoting unity and togetherness across cultures.Extra Gum's "The Story of Sarah & Juan" illustrates a romantic journey through simple gestures, showcasing love and commitment.These ads often leave lasting impressions by connecting personal stories with broader societal themes.Humorous ads also tap into emotions but focus on creating joy and laughter. Consider these examples:Old Spice's "The Man Your Man Could Smell Like" uses witty humor to engage viewers while promoting confidence through grooming products.Geico's series of funny commercials, like the "Hump Day" camel ad, employs lighthearted humor to make insurance relatable and memorable.Doritos' Super Bowl commercials, often created by fans, blend absurdity with humor to capture attention while emphasizing fun social moments.While humorous content entertains, it also fosters positive associations with brands, enhancing recall during purchasing decisions.Creating ads that effectively use pathos involves understanding emotional triggers and how they resonate with your audience. By tapping into feelings, you can foster a stronger connection between consumers and your brand.Utilizing specific techniques can significantly enhance the emotional appeal of your ads. Consider these methods:Storytelling: Narratives create relatable scenarios, drawing viewers in emotionally.Visual Imagery: Powerful images evoke immediate feelings, whether joy, sadness, or nostalgia.Music Choice: Background music sets the tone and reinforces emotional responses.Testimonials: Real stories from customers build trust and authenticity while connecting through shared experiences.Each technique contributes to creating a deeper emotional bond with your audience. You must balance emotion with clarity in your message. While evoking strong feelings is essential, delivering a clear call to action remains crucial. If emotions overwhelm, a love story, overcoming great odds, and an inspirational song and message, a good zinger. Adorable polar bears drink CokeCuddly kittens need a homeA little boy loses his mom to smokingThe basic idea behind pathos commercials is to hit authenticity builds trust.Test Responses: Gauge audience reactions to various emotional appeals to find what works best for them.Finding this equilibrium leads to powerful ads that connect emotionally while driving consumer engagement. Inject your video productions with feeling and emotion. Energize your audience to fix their eyes on the screen, unable to turn away. Make sure they can't stop thinking about your content long after it's over.Impossible? Nope. Pathos will get you there.We'll jump into a full-fledged pathos definition in a sec. First, let's look at rhetoric and all three major categories of Aristotle's rhetorical techniques. It's a good idea to become well-versed in all three if your goal is to make powerful content. These techniques also go by other terms: rhetorical appeals, persuasive strategies, and modes of persuasion.A compelling argument, pitch, or advertisement ideally uses elements of all three strategies.Ethos is used to convince an audience by offering reliability, honesty, and credibility. This usually means a respected authority figure or celebrity giving a product or brand a testimonial or endorsement.An ethos-filled strategy would include famous people or experts in their field. These people would influence the audience based on authority or superior social status.Logos appeals to logic and reason by using statistics, facts, and figures. Aristotle considered this the biggie. These days, not so much. Rationality has fallen in stature, which makes all three modes of persuasion equally important.A logos-filled strategy would contain data, facts, graphs, and an almost academic or scientific level of logic and reason.Now that you've got an overview, let's zero in on this corner of the rhetorical triangle. What is pathos? Pathos is the persuasive technique that appeals to an audience through emotions. Pathos advertisement techniques invoke the senses, memory, nostalgia, or shared experience. Pathos examples pull at the heartstrings and make the audience feel. Aristotle's rhetorical strategies from ancient Greece relate to pity, sympathy, and empathy. Pathos is also known as "the emotional appeal." -- Asia FreyIn the context above, pathos means "quality of emotion" or "passion." 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